

SCRI Project “Efficient Vineyard” Progress Report

Project Theme 5: Adoption and Outreach

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Year 1 Objectives:

- Determine preferred method(s) of learning of grape growers and industry members
- Develop a portal of learning and PR through a public “face” of the project
- Create, and make readily available, educational presentations on research available to growers.

Year 1 Approach:

Create, disseminate and collate survey on current use of sensor technology in NY, PA and CA vineyards and preferred learning methods of growers and industry members.

The initial survey has been conducted at grower educational venues in California, New York and Pennsylvania and an on-line questionnaire using Survey Monkey. Results were compiled and presented in the June Showcase meeting. An executive summary of the survey results is being written.

Create a readily identifiable project name and logo

A logo has been developed and is currently being used on the project website and in the lead in footage of the videos that are being created. It should be used on all extension publications and promotional pieces along with the UDSA/NIFA logos and University/Industry logos as appropriate.



Create a web site initially populated with research results from the pilot project with regular updates on research results and extension efforts as they occur.

The project web site is on-line and focuses on project promotion, education and implementation of project research and a secure password protected area for project participants to upload project information to be used in the reporting process. Each member of the advisory committee and project team has been provided with a user name and password to be used to access the password protected area. Anyone encountering problems with the log in process are asked to contact the project web administrator Damian Dodd at dad357@cornell.edu

The web site has been populated to the point where visitors will no longer see a coming soon announcement. The main sections of the website consist of the Home Page, Current Research, Outreach, Project Participants, Resources, Contact info and an Advisory Group Login feature. Page templates have been developed to allow project team members the ability to easily update the progress of their research efforts, post implementable research-based practices from the project, as well as promote the overall project and the efforts of individual team members. Due to the scope of the project, participants are represented according to their role in the following groups; Project Director and Oversight, Precision Vineyard Sensing, Spatial Data Technology, Differential Vineyard Management, Economic Evaluation and Assessment, Technology Adoption and Outreach and Industry Liaison. Each group leader has been asked to provide a brief biography and recent photo of each of their team members. We are nearing 100% completion

on this page but are still waiting for input from a number of project participants in the Precision Vineyard Sensing and Differential Management and Testing Groups. Logos of all cooperators and funding partners have a prominent place on the top of the project participant page. We are hoping to start filling the blog/current research with recent general content to show that work is being done and keep any visitors to the site interested and wanting more.

Expand the outreach using the appropriate social media i.e. Facebook and twitter.

The project's social media outlets on Facebook and YouTube are beginning to take shape. A video on variable rate shoot thinning portion of the project has been uploaded to the Efficient Vineyard YouTube site at https://www.youtube.com/watch?v=Ee6K0nK4_hE While the project assistant will be responsible for ensuring social media content is kept current, project team members are responsible for the content and no content will be uploaded without their permission. A schedule is being developed to document what information needs to be dispersed, the timing of the dispersal, and the project team member responsible for developing the information. All project team members are being asked to take video of their research and extension activities to ensure all activities are captured and available for use by the project videographer in developing visual materials for the project.

In conjunction with project researchers, create educational programming and present it via webinars, digital videos, bulletins, podcasts, blogs and project updates on the project web site.

We continue to work with project team members to develop a schedule of their information transfer needs (which topics are pertinent and when), as well as, determine their preferences for methods of information transfer. It is expected that content will be light in the first year of the project but will continue to expand in scope and breadth as the project enters into years two through four. The Technology Adoption and Outreach project assistant and web design/videographer positions will be key in working with project team members in developing both the schedule and the tools for information transfer.